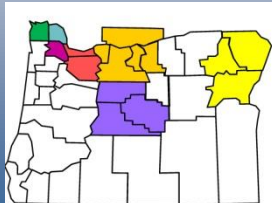


**MISSION  
STATEMENT:**

*"Working Together to  
Reduce Unintentional  
Preventable Injury and  
Death in Oregon's  
Children Ages  
0 – 19."*



Fall 2015

# Safe Kids Oregon

## News From Around the State



### Safe Kids Oregon: Change in Lead Agency



### Inside

**Child Passenger  
Safety  
Resources.....P. 2**

**Highest Seat Belt  
Use Rate in  
2014.....P. 3**

**Local Coalition  
Coordinator  
Honored.....P. 3**

**LATCH Ease of Use  
Ratings.....P. 3**

**Child Passenger  
Safety Training...P. 3**

**Bicycle Outreach  
Materials .....P. 4**

**Safety Observation  
Calendar.....P. 4**

**Upcoming  
Conferences.....P. 4**

Safe Kids Oregon, the state office for Safe Kids Worldwide, works with local Safe Kids coalitions to reduce unintentional injuries to Oregon's children. Established in 1995 at the Oregon State Fire Marshal's Office, Safe Kids Oregon was led by Honorary Chair Sharon Kitzhaber and Donna Disch-Price, Director. In 2002, Safe Kids Oregon was transferred to Oregon Public Health Division, and housed in the Injury and Violence Prevention Section, with funding support from the Maternal and Child Health program. Since then, both former Governor Barbara Roberts and current state Medical Examiner, Karen Gunson, MD, have provided leadership as Honorary Chairs, with Adrienne Greene and Ruth Harshfield as Directors. All three directors of Safe Kids Oregon have received awards from Safe Kids Worldwide for their work.

In October, Safe Kids Oregon will be transferred to the Oregon Child Development Coalition, Inc. (OCDC) as the lead agency. As a 501(c)(3) non-profit organization, OCDC is excited to support statewide efforts to reduce unintentional injuries to children. OCDC provides Early Childhood Care and Education services to Head Start and Early Head Start eligible low-income children, pregnant women and families.

Tammy Franks, Safe Kids Advisory Board Chair comments, "On behalf of the Safe Kids Advisory Board, we welcome the opportunity to support OCDC as the lead agency for Safe Kids Oregon. OCDC is in a unique position to really integrate Safe Kids prevention programs into families and communities. OCDC works statewide to connect families to programs, services and opportunities, and is known for their collaboration with multiple partners".

The Safe Kids Oregon newsletter, website, support to local coalitions, and the advisory board will be continued. Safe Kids Oregon activities will be shared by current staff at the OCDC Administrative Office in Wilsonville. Karen Ayers, OCDC Program Development Coordinator will be the lead contact. Karen and the OCDC staff are working with the Safe Kids Oregon Advisory Board and Ruth Harshfield to ensure a smooth transition.



### VISION

*"Injury Prevention as  
Every Oregonian's  
Approach to Life."*

Starting October 1st, Safe Kids Oregon can be contacted at [safekidsoregon@ocdc.net](mailto:safekidsoregon@ocdc.net)



## Child Passenger Safety Resources



Child Passenger Safety Week was September 13 – 19 but the messages are important all year. Motor vehicle crashes are the leading cause of death for children ages 1-12 years old. Many times deaths and injuries can be prevented by proper use of car seats, booster seats, and seat belts. Child passenger safety technicians in Oregon are helping make sure parents and caregivers are always correctly using the right car seats for their children, according to age and size.

Many communities participated in National Seat Check Saturday on September 19<sup>th</sup> and continue to host car seat check-up events throughout the year. In addition to working with child passenger safety technicians, families have access to great resources on-line. These resources include the **Car Seat Ease-of-Use Ratings**, provided by the National Highway Transportation Safety Administration (NHTSA). NHTSA's Car Seat Ease-of-Use Ratings allows parents and caregivers to evaluate how easy certain car seat features are before buying a car seat.

All car seats rated by NHTSA meet Federal Safety Standards and strict crash performance standards. While all rated seats are safe, they do differ in their ease of use in four basic categories:

1. Evaluation of Instructions: Examines the content and clarity of the instructions manual for the child restraint.
2. Vehicle Installation Features: Examines the ease of using features that pertain to installing the child restraint in a vehicle.
3. Evaluation of Labels: Examines the content and clarity of the labeling attached to the child restraint.
4. Securing the Child: Examines the ease of using features that pertain to securing a child correctly in the restraint.

### Ratings for Ease of Use

NHTSA uses the following rating system to help consumers evaluate the four basic categories above:

- 5 Stars = Excellent features on this child restraint for this category.
- 4 Stars = Above-average features on this child restraint for this category.
- 3 Stars = Average features on this child restraint for this category.
- 2 Stars = Below-average features on this child restraint for this category.
- 1 Star = Poor features on this child restraint for this category.
- N/A = Does not contain any features that require a rating.



### Search Ease-of-Use Ratings by Type of Car Seat

View the full list of [car seat ease-of-use ratings](#) or search for a specific type of car seat's ease-of-use ratings.

## Highest Seat Belt Use Rate in 2014

The nationwide seat belt use rate in 2014 was 87 percent as measured by [NHTSA's National Occupant Protection Use Survey \(NOPUS\)](#). Seat belt use rates in the United States ranged from a low of 68.9 percent in South Dakota to a **high of 97.8 percent in Oregon**.

Congratulations everyone for the great work! Keep it up!

## Local Coalition Coordinator Honored

Storm Smith, Safe Kids Washington County Coordinator was awarded **Outstanding Local Coordinator of the Year** at the Safe Kids Worldwide Conference Awards Banquet in August. Storm was honored for his efforts to build partnerships, educate families and specifically prevent tragedies from drowning. His leadership following the heartbreaking drowning of a family at Haag Lake, led to Safe Kids Washington County hosting coordination meetings to improve water safety in the county. Efforts have included increased safety at Haag Lake and pool safety and swim lessons for low-income families in the county. Many new partnerships have formed as a result of these efforts, increasing the reach and membership of Safe Kids Washington County.



Safe Kids Oregon is please to recognize Storm and wants to extend appreciation to all the partners participating in these efforts. Congratulations to Safe Kids Washington County on their great work!

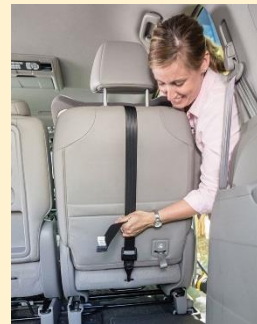
## LATCH Ease of Use Ratings

In its June 2015 issue of the Status Report, the Insurance Institute for Highway Safety (IIHS) issued its first ease-of-use ratings for child restraint hardware installation. The new LATCH ratings serve as a resource for families looking for a vehicle that makes it easy to transport children safely. The ratings are also intended to encourage vehicle manufacturers to pay attention to the lower anchors, which are often treated as an afterthought.

The institute found only 3 of 100 vehicles earned a GOOD rating, while more than half are poor or marginal. IIHS found that parents were more likely to install car seats correctly when LATCH hardware met certain ease-of-use criteria. A good lower anchor that parents do not have to struggle to locate will increase the likelihood that children will ride in properly installed seats.

In the new ratings system, vehicle LATCH hardware is rated GOOD if it meets the following criteria:

- The lower anchors are no more than  $\frac{3}{4}$  inch deep in the seat bight.
- The lower anchors are easy to maneuver around - having a clearance angle greater than 54 degrees.
- The force required to attach a standardized tool to the lower anchors is less than 40 pounds.
- Tether anchors are on the vehicle's rear deck or on the top 85 percent of the seatback.
- The area where the tether anchor is found does not have any other hardware that could be confused for the tether anchor. If other hardware is present, then the tether anchor must have a clear label located within 3 inches of it.



Click here to read the [full report](#).

## Child Passenger Safety (CPS) Training

**CPS Technician Certification Courses** – Classes for October 2015 through September 2016 are being scheduled and should be posted by October 1. View the upcoming schedule at <http://cert.safekids.org/>.

### Training for CPS Technicians

For class times, agendas and registration, contact Tammy Franks at [tfranks@lhs.org](mailto:tfranks@lhs.org)

# Bicycle Outreach Materials

Bright and sunny days mean good riding weather for both drivers and people on bikes. ODOT Transportation Safety Division would like to remind drivers to give bicycles extra room when passing (ORS 811.065). Download the "Pass Safely" flyer below - available in English and Spanish. Also, check out the new television public service announcement Bicyclists and the Safe Passing Law (0:30).



Getting the green light on a bicycle can be challenging. Many traffic signals in Oregon change only when a vehicle is detected. Sometimes the signal's detectors do not pick up a bicycle, motorcycle or other small vehicle. A new law (SB 533) goes into effect January 1, 2016, allowing bicycles and motorcycles in limited situations to proceed through a red light after coming to a stop and waiting through a signal cycle.

In the meantime, before the new law comes into effect, learn how to get the green light. Download the flyer "Getting A Green Light On Your Bicycle" and learn more about how signal detection systems work and how to make them work for you.

Safe Kids Oregon is housed in the Oregon Public Health Division's Injury and Violence Prevention Program.



800 NE Oregon St., Suite 730  
Portland, OR 97232

<http://safekidsoregon.org>

Safe Kids Oregon encourages readers to share their news. If you have an issue you would like to see covered in the statewide Safe Kids newsletter, or if you know of an article, event, or other item of interest, we would like to hear from you.

**Contact:**

Ruth Harshfield  
Safe Kids Oregon Director  
Phone: 971-673-1028  
email: [ruth.harshfield@state.or.us](mailto:ruth.harshfield@state.or.us)  
Fax: 971-673-0990

## Safety Observance Calendar

- Emergency Preparedness Month**      **National Teen Driver Safety Week**  
September      October 18 - 24
- International Walk to School Day**  
October 7
- Fire Prevention Week**  
October 4 - 10
- National School Bus Safety Week**  
October 19 - 25
- National SIDS Awareness Month**  
October

## Upcoming Conferences

- Oregon Transportation Safety Conference**  
October 19 - October 20  
Embassy Suites, Tigard OR
- Youth Suicide Prevention**  
October 7<sup>th</sup>, 10:00am  
Oregon City
- American Planning Association Oregon Chapter Annual Conference**  
October 15-16  
Portland, OR
- Oregon Driver Traffic Safety Education Association Fall Conference**  
October 9 - 11, 2015  
Newport, OR